PROJECTION

LANTERN and CINEMATOGRAPH

WRENCH'S

MONTHLY BULLETIN

No. 11 August, 1907

PUBLISHED AT STATIONERS' HALL

IT'S ENGLISH!

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10 MILES

of CHARING CROSS

BIRT ACRES'

SENSITIVE

FILM STOCK

FOR THE

CINEMATOGRAPH

NEGATIVE, RAPID, CLEAN, BRIGHT

POSITIVE, FOR PRINTING

ORDINARY SPEED

MEDIUM RAPID

In lengths 300 ft. Without Join.

UNSHRINKABLE SEASONED CELLULOID

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PROJECTION

LANTERN and CINEMATOGRAPH

Published by

JOHN WRENCH & SON.

50, Gray's Inn Road,
London, W.C.

ESTABLISHED 1816 TRADE MARK

Telephone: 5006 Holborn.
Telegrams: "Optigraph, London."

No. 11. AUGUST, 1907. Gratis, Exclusive Trade Circulation

The Approaching Season.

THE Lantern and Cinematograph Season is now close upon us; within the next few weeks it will commence in real earnest, so that it is none too soon for the dealer to make preparations for it. Throughout the summer (?) months we have been exceptionally busy with the preparation of our new catalogue, with designing new apparatus, and with improving last year's patterns of lanterns, cinematographs and accessories, some of which are particularized in the following pages. And now a few words in season to our dealer friends. It cannot be gainsaid that the cinematograph is becoming more and more popular amongst amateurs for entertainments in connection with churches, schools and institutes. This has come about through the film manufacturers hiring out their products at reasonable charges, and so enabling the operator to have changes of subjects on every occasion. It is therefore advisable for the dealer to be in a position to meet this demand. What is required is a thoroughly satisfactory machine at a low price, and our Model A Perfect Projector, complete at £15, meets both qualifications. Another hint which the dealer might find useful is the tendency nowadays towards better-class instruments. The age of cheapness and ineffectiveness, at all events so far as the lantern is concerned, seems to be gradually passing away, with the result that there never has been, within recent years, a greater demand for *really* satis-

ABSOLUTELY UNSOLICITED.

Mr. Arthur W. Ellis, of Sidmouth, writes us as follows:—

"I must give you a great word of praise for your latest idea—the Safety Fire-proof Box, behind the gate. By an oversight, an assistant left the Governors fixed up after centering the light and extinguishing same. The film was threaded and all ready to show, 1,000 feet being on the top spool. The Hall was full of people and I turned on my light prepartory to showing, and was just about to commence when the film fired up. You know what that meant on an old machine. In yours, it simply burnt out the piece before the light. I turned on, ran the show, and no one knew anything about it. I am extremely grateful to you for devising such a thing."

P.S. Please return the piece of film—I keep it as a memento.

FURTHER COMMENT IS NEEDLESS, as the Proof of the Pudding is in the eating thereof.

This arrangement is fitted to the Models A.A. B. and C. Perfect Projectors or P.P. Instruments.

John Wrench & Son,
50 Gray's Inn Road,
London, W.C.

factory instruments than is the case to-day. We are alive to both of these tendencies, as will be proved from a glance through our new catalogue. Another point to which we should like to draw attention is our desire to be of serviceableness to our customers; suggestions we welcome from one and all, and if they are at all reasonable there is no request that we shall not be too pleased to comply with, if the endeavour is to increase business in any direction.

* * *

Our Catalogue—and Yours.

For months past we have been engaged upon our 1907-8 Catalogue of Lanterns, Cinematographs and Accessories, and having made up our minds to improve upon the last issue, we find, to use a common expression, that we have our work cut out. We believe, however, that we have fulfilled our object. The arrangement of the type matter will be entirely different to anything we have previously attempted, and we are of opinion that it will simplify matters very considerably. An ordering number will appear to every article, which will no doubt be found useful, especially by our foreign customers. All the illustrations will be printed from new half-tone blocks, every article having been re-photographed and reproduced to scale. This has entailed an enormous amount of work, but the fact that everything will be seen just as it is in reality will be appreciated by our many customers who have not an opportunity of seeing the articles themselves before making their purchases. Needless to say, we shall be pleased to forward a copy of the Catalogue, immediately on publication, to anyone making enquiry for it. And now a word or two as to our customers' catalogues. It must be admitted that a good price list is an excellent advertising medium for the retailer, and those firms who issue them are well aware of their efficacy. We are at all times pleased to loan any blocks that might be required by our customers, but, in addition, we are this year making arrangements for reprints of our own catalogue, which we shall be pleased to supply with the dealer's name and address printed thereon at quite a nominal price. Where the whole catalogue is considered too much, we intend to supply reprints of about 72 pages, bound in art covers, with the dealer's own advertisement printed thereon. As it is essential for us to make early arrangements regarding these reprints, we should be pleased to hear from our friends who entertain the idea as early as possible. We would then forward full particulars, and give all necessary information in connection with the scheme.

* * *

It is more than probable that we shall have a very important announcement to make in our next issue, which will be of considerable interest to practical lanternists and cinematographers.

Cinematographs—Two New Models.

This season we shall place on the market two entirely new Cinematographs, whilst, at the same time, one model which was supplied last year, namely, the Palace Perfect Projector, will be withdrawn. This pattern has been replaced by our Model B Projector, which proved such a phenomenal success last year. It is a little too early, at the time of writing, to give full particulars of the new instruments, but we can assure our readers that they will prove a revelation to the trade. One model, which will be called the A A Perfect Projector, is an improvement on the Model A Perfect Projector, and is an intermediate instrument between the latter pattern and the Model B instrument. The Model A Perfect Projector will be supplied in precisely the same form as last year. As is now well known, it is a professional machine at a low price, the complete outfit being supplied from £15 upwards. Last season it took us all our time to keep pace with the demand, and we have every reason to believe that it will be increasingly popular this season. The Model B Perfect Projector has been improved in constructional details; it will be fitted with steel sprocket wheels instead of brass, and these, with their spindles, will be turned out of one piece of metal. In this way they will work dead true and will last almost a lifetime. The spool-arms have also been improved and strengthened; in fact, every detail in the machine has been carefully considered and modified, if it was thought that the alteration would add to the life of the machine. The second new machine, namely, the Model C Perfect Projector or P P Instrument, is constructed on distinct lines, and works on a different principle to the "dog" or "cam" movement adapted to the previous mechanisms. We shall give full particulars of this machine in our next issue. In the meantime we strongly urge upon our friends the desirability of seeing it before placing their orders elsewhere.

* * *

Some New Accessories.

In common with past years, we shall, this year, introduce a number of new accessories. These will appeal to the practical lanternist, and we are of opinion that they will be appreciated by our friends in the trade. The Beck Multifex Lantern Objective will be supplied in two qualities, one at £5 5s., as heretofore, and another at £3 3s. This fact should assist in making this excellent Objective extremely popular. Even in the cheaper model nothing has been sacrificed in order to secure the end in view. They give excellent definition, together with a perfectly flat field, no matter what the size of the picture may be.

The Electric Lamps for Nernst Filaments have been thoroughly

remodelled and improved, yet the price will be a little cheaper than heretofore. This fact will undoubtedly tend to add to the popularity of this form of illuminant. The "Wrench" Acetylene Generator will also be supplied in two sizes, namely, to hold 1 lb. and 2 lbs. of carbide. The smaller size met with a large sale last year, and the larger size is the outcome of many inquiries we received for one of this capacity.

The "Wrench" Ether Saturator is constructed on new and novel lines, and will be found extremely useful in country districts or places abroad, where it is more or less difficult to obtain compressed gases. By its use any oxy-hydrogen jet may be used, and it can be employed as satisfactorily for cinematograph work as for lantern projection.

Referring to arc lamps, we are introducing several new patterns. The No. 4 Heavy Pattern Lamp, which was introduced for the first time last year, will be supplied in a lighter make. At the same time it will embody all the special features of the older pattern, notably the facility with which the carbons can be changed even when the lamp is hot. The heavy pattern will be provided with helical teeth, and will be supplied, in addition to the ordinary shape, with the carbons at an angle of 30°, and with the carbons at an angle of 102°. The former is for use with alternating currents of any amperage, whilst the latter is either for continuous or alternating currents up to about 30 amperes. It will be found that it yields an exceptionally brilliant light and gives a light with 30 amperes almost equivalent with the ordinary pattern when used with 60 amperes. In a future issue we hope to illustrate all four patterns: but for a thoroughly satisfactory lamp with low currents, the No. 4 pattern, with carbons at 102° is a *sine quâ non*. Each model will have helical teeth on the triangular upright, so that the adjustment can be made to a nicety, and each pattern is so arranged that the wear can be taken up at any time.

Such, then, are a few of the more important accessories which we shall introduce, but further particulars will appear in our next issue.

* * *

Lanterns. Two new patterns of Lanterns will be introduced for the 1907-8 season. These will be constructed especially for limelight and for the electric arc. In design they are somewhat similar to the Nos. 29 G and 29 E Lanterns, but are considerably cheaper, the stages being made of Russian iron. In addition, several improvements have been made in the "Wrench" series of Metal Lanterns fitted with the Improved and Ventilating Stage, and with the Registered Steam-Preventing Stage. One important improvement is the enlarged door, which enables the

IT IS IMPOSSIBLE

to give

FULL PARTICULARS

OF ALL OUR SPECIALITIES.

Send us a Post Card, and we will forward you, immediately on publication, a copy of our 1907-8 Catalogue of London-made Lanterns, Cinematographs, and Accessories.

200 pages, Printed on Art Paper, Cloth Bound.

The Illustrations are by the Half-Tone Process, and have been specially made for this issue.

IT IS

Full of saleable Articles, and must be in the hands of every member of the Trade, if he desires to keep pace with modern improvements and requirements.

JOHN WRENCH & SON

(Established 1816)

50, Gray's Inn Road

LONDON . . W.C.

Telegrams: "OPTIGRAPH, LONDON." Telephone: 5006, HOLBORN.

operator to readily change his limes or carbons. Moreover, the eye-piece is placed in such a position that he can fully see the illuminated part of the lime or the crater of the carbon without having to open the door. Although these additions may seem slight, they tend towards greater efficiency and comfort in usage, which, it must be admitted, are important qualifications. Whilst speaking of lanterns, may we again remind our readers of our willingness to make up special patterns for individual customers, and to reserve the patterns to them, if they can place a sufficiently large order. When this is required, it is absolutely essential that no time be lost in letting us have the fullest particulars, otherwise delays are sure to occur.

* * *

Many of our readers will no doubt be interested to hear that we intend publishing, this season, a catalogue of cinematograph films. As is now well known, our catalogue of mechanical and photographic optical lantern slides is a standard book in the trade. It contains over a thousand pages of matter, and embodies a complete list of the slides that have been published in this country. We don't say that the proposed film catalogue will be as comprehensive, but if it meets with any degree of success, we shall certainly hope to go on from strength to strength. As announced in a previous issue, we are now in a position to supply most of the films published at the manufacturers' prices, and in our next issue we hope to be able to say that we can supply *any* film on these terms.

* * *

According to a recent report, direct colour photography is *un fait accompli*. The invention emanates from the Brothers Lumiere, but we reserve our comments until we have had an opportunity of trying the process. It appears that there is so great a demand for the plates in France, that the manufacturers are unable to cope with it. If the process works out in practice as it sounds in theory, it should tend to make lantern exhibitions even more popular than they are at present. Three-colour lantern slides are splendid in every way except one, and that is the cost. If something similar can be brought out at a popular price they will unquestionably have a large sale.

* * *

We shall probably be taking up an agency this season for an entirely new series of Scripture Lantern Slides, but further particulars will be given next month. Of all the slides that are published, there are none that have so wide a popularity as those devoted to Scripture subjects, and our readers will no doubt be pleased to hear of something new in this direction.

Notes from all Sources

WE wish to return most hearty thanks for the way in which we have been supported, in so far as our Photographic Repairs Department is concerned. We opened a special department for this kind of work, with some diffidence, early in the year, but it has proved a step in the right direction, judging from the amount of work that has been sent to us. And it is also gratifying to find that our work in this connection has given such unqualified satisfaction.

* * *

The invested funds of the Mathematical, Optical and Philosophical Instrument Makers' Trade Society now amount to £2,000, whilst the membership numbers 232.

* * *

We very much regret to have to announce the death of Mr. J. T. Chapman, which occurred at his residence in Manchester early last month. Mr. Chapman was one of the oldest, if not the oldest, member of the trade in this country, and had built up a business which was unique in many ways. He had a most charming disposition, and his loss is mourned by a very wide circle of friends.

* * *

On July 13th our Workmen had their Annual Outing, and this year they visited Cookham. They left London in engaged saloon carriages at 7 a.m., and arrived back about 11 p.m. During the day the men took part in athletic sports of almost every description; there was a cricket match, Married *v.* Single; wrestling match; cock fight, etc., etc., and in the evening there was an excellent concert. It was pronounced by all to have been the most enjoyable day they had spent in this way, and the Clerk of the Weather did what he could to make their enjoyment perfect.

* * *

Don't forget that our 1907-8 Art Catalogue will make its appearance some time during the month. It will contain much to interest every member of the trade, and needless to say we shall be pleased to forward a copy, gratis and post free, to any *bona-fide* dealer making application for it.

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Lanterns with Improved Stage in Mahogany.

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There is Nothing like them, and Nothing "Just as Good." They are

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Simply because they are constructed on sound principles, and are the outcome of years of experience. Made throughout in our own Workshops by competent labour, in a number of patterns, and at prices to suit all purses. They always meet with the most unqualified success, and

ONCE STOCKED ARE ALWAYS STOCKED

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¶ We have special facilities for this kind of work with up-to-date workshops on the premises.

¶ Only competent workmen are employed, so that satisfaction is guaranteed.

¶ The prices charged are strictly competitive, and we make a special feature of prompt deliveries.

¶ No work is either too small or too large for us to undertake and carry out satisfactorily.

We feel that the above announcement will be read with interest by many of our customers who handle photographic apparatus, for up to the present no one seems to have made a feature of this important side of the trade, or to have opened a special department to cope with the work.

JOHN WRENCH & SON

50 Grey's Inn Road

Telephone: 5008 HOLBORN. LONDON : : W.C. Telegraph: LONDON.